



Oregon Coordinating  
Council on Ocean  
Acidification & Hypoxia

## OAH Council - Education and Outreach Working Group September 27, 2022, 9:00 AM – 10:30 AM

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Microsoft Teams meeting

[Click here to join the meeting](#)

Meeting ID: 266 187 016 288

Passcode: ob53fD

**Or call in (audio only)**

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Phone Conference ID: 168 413 260#

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9:00 am – 9:30 am

### **Getting Started (Caren Braby, Jenny Koester)**

- Greetings and Updates from the OAH Council Co-chairs
  - HB3314 RFP Process – where we are, where we want to go
  - Communications planning by Pathways Collaborative – where we are, where we want to go

9:30 am – 10:00 am

### **Communications Plan Update (Nancy Hotchkiss, Nette Pletcher)**

- Updates on the communications plan
  - Current input needed
    - Audience selection survey
  - Future input needed

10:00 am – 10:25 am

### **Working Group Goals and Objectives (Jenny Koester, Caren Braby)**

- Feedback on the Communications Plan update
- Other OAH Council communications projects/work
  - Third Biennial Report Submitted to the Legislature – infographics, excerpts, or other recommendations from WG on applications?
  - Oregon Sea Grant Summer Scholar - Ocean change app update and potential help from WG?
- Group Discussion on priority projects and activities for the Education & Outreach Working Group
  - Role of the working group in communications plan process
  - Capacity for engagement in other projects
  - Time period until next meeting?

10:25 am – 10:30 am

### **Closing Remarks (Caren Braby, Jenny Koester)**

- Confirm future meeting timeline
- Confirm any to-do items before next meeting

**OAH Council - Education and Outreach Working Group**

## Meeting Summary: 9/27/22

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### Attendees:

Education and Outreach Working Group Members: Caren Braby (Co-Chair, ODFW), Kerry Carlin-Morgan (Oregon Coast Aquarium), Karina Nielsen (OSG), Susan Chambers (West Coast Seafood Processors Association), Francis Chan (OSU)

Absent: Laurie Juranek (Co-Chair, OSU), Tracy Crews (OSG), Fran Recht (Conservation Organization Rep),

OAH Council Staff: Jenny Koester, Rhianna Thurber

Guest Speakers: Nette Pletcher (Pathways Collaborative), Nancy Hotchkiss (Pathways Collaborative)

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### 9:00 pm – 9:30 pm **Getting Started (Caren Braby, Jenny Koester)**

- The HB3114 RFP Projects are underway thanks to help from the Working Group and the Council. Money has been distributed to each projects and work is underway.
- Now that the money is on the ground, Pathways Collaborative group is moving forward with communications planning. The OAH Council staff is meeting with Pathways monthly to keep them well-aware of the history of the money, overall intent, and the state's culture.
- The group reviewed the seven audiences that have been selected as potential messengers by Pathways Collaborative and decided they would like to focus on those that can enact the most change.

### 9:30 pm – 10:15 pm **Communications Plan Update (Nancy Hotchkiss, Nette Pletcher)**

- The Pathways Collaborative are using the 6 Americas study to inform their decision making. According to the study, the number of people who are alarmed and concerned about climate change is growing. This communication plans intends to target those in the middle 4 profiles: concerned, cautious, disengaged, and doubtful.
- After completing the Jam Board activity in workshops, Pathways reduced the potential audiences to seven distinct groups and prepared narrative personas for each audience.
  - Potential audiences for the communication plan include:
    1. High school / college students
    2. Seniors
    3. Tourism/Hospitality Industry
    4. Commercial fisheries/harvest industry
    5. Local Government: Port and County commissioners
    6. City Planners – small municipalities, counties, bigger cities
    7. Outdoor recreationalists
- Working group members will be asked to fill out a survey where they will select the top 3 audiences that should be targeted and provide a rational for their top choice. Pathways will select the top audiences after the survey.
  - The working group discussed that having a key goal will be helpful in selecting audiences and decided that promoting a community mindset is a vital aspect of the messaging campaign. A key goal of the messaging plan will be building openness for change and tough decision making in the future.
- Pathways suggested that a two-pronged approach may be effective for this messaging campaign including short-term messaging for influencers and a long-term approach to prepare people for change.
- It was proposed that Oregon's tourism industry may be an effective audience when using positive messaging and branding. Oregon could become a destination for environmentally sensitive tourism.
- Working group members proposed that local NGOs (such as Shoreline Education for Awareness) and seafood industry members may be important messengers missing from the potential audience list.

10:15 pm – 10:30 pm

**Working Group Goals and Objectives (Jenny Koester, Caren Braby)**

- The group debriefed after the presentation from Pathways and discussed the best method to select key audiences. It was proposed that the group could consult with someone who has experience in high-level communications work.
  - Tribal representatives may be an effective group to consult with in framing information or as key messengers.
  - The group needs to decide if they want to work in concert with another group to advance ocean change
- The group articulated what failure would look like to ensure they could avoid it. For many group members, indifference, denial, and feeling powerless around OAH represent the worst-case scenario.
  - Working towards knowledge of OAH and feelings of empowerment around OAH action can guide the communications plan process

10:30 pm

**Closing Remarks (Caren Braby, Jenny Koester)**

- The group will reconvene in the last week of November to discuss premiering a new hypoxia video, activities at the Oregon Coast Aquarium for National OA Day (January 8), the results of the Pathways survey, and the October West Coast OAH Symposium.